

FOUR BUSINESS SYSTEMS EVERY REAL ESTATE AGENT NEEDS

There are four core business functions every real estate professional must focus on. Most agents waste an enormous amount of time and experience high levels of frustration because they do not create the operational systems necessary to run their businesses. The operational side of real estate is an accumulation of repetitive tasks. When these are systemized it allows you to better focus on the relationship building and expert guidance your clients need.

SELLER SYSTEMS

- Booking the listing appointment checklist
- Preparing the CMA and listing presentation materials checklist
- After the seller has signed the contract checklist
- Preparing for showings checklist
- Marketing the new listing checklist
- Executing open houses checklist
- The offer presentation and contract negotiation checklist
- Preparing to close checklist
- Post close checklist

BUYER SYSTEMS

- Pre-qualification questionnaire
- Showings tracking checklist
- Accepted offer checklist
- Transaction progress checklist
- Pre-closing checklist
- Post-closing checklist

REVENUE GENERATION SYSTEMS

- 4-6 lead/revenue generation systems in place with tracking
- Follow up systems
- Track all your numbers

BUSINESS MANAGEMENT SYSTEMS

- My ideal day
- Pre-schedule non-negotiable commitments (personal, family, prospecting time)
- Time blocking
- Daily to-do lists and prioritization reviews
- Job descriptions/roles and responsibilities (if running a team)
- Essential business tools in place (CRM, website, digital marketing, MLS, accounting, etc.)
- Structure: sole proprietor, LLC, S-corp?
- Visual production board
- A written business plan
- Budget (monthly, quarterly, annually)
- Monthly profit and loss statements
- Monthly and quarterly financial reviews